

**LISTING OF THE CLAIMS**

None of the claims have been amended or cancelled.

1-2. (Cancelled)

3. (Previously Presented) A method for distributing electronic information using a computer network comprising the steps of:

- a. receiving from a consumer a request for a selected item of information;
- b. formulating one or more offers based on predefined upstream business rule parameters wherein the one or more offers are associated with the selected item of information;
- c. dynamically updating the predefined upstream business rule parameters;
- d. providing the one or more offers to the consumer based on the dynamically updated upstream business rule parameters;
- e. receiving a selection of one of the offers from the consumer; and
- f. delivering the requested information to the consumer and enabling the consumer to use the delivered information in accordance with the selected offer.

4. (Previously Presented) The method as in claim 3, further comprising the step of validating the one or more offers for the selected item of information requested by the consumer.

5. (Previously Presented) The method as in claim 4, wherein the validating step further comprises the steps of:

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15. (Previously Presented) The method as in claim 3, further comprising the steps of:

- a. receiving a request from the consumer for additional material about the selected item of information; and
- b. providing additional material about said selected item of information to the consumer.

21. (Previously Presented) The method as in claim 3, wherein the delivering step further comprises the step of delivering graphical information.



28. (Previously Presented) The method as in claim 27, further comprising the step of effecting a financial transaction according to the selected offer.

29. (Previously Presented) The method as in claim 3, further comprising the step of providing an offer that allows the consumer to pay an amount for each instance of use of the information.

30. (Previously Presented) The method as in claim 3, further comprising the step of providing an offer that allows the consumer to pay a fee for unlimited use of the information for a period of time.

31. (Previously Presented) The method as in claim 3, wherein the step of receiving a request further comprises the steps of:

- a. receiving a query containing one or more search terms from the consumer;
- b. referencing a catalog to determine whether there is any entry containing the one or more search terms;
- c. returning to the consumer one or more content references corresponding to any entry containing the one or more search terms when such entry is present in the catalog; and
- d. receiving from the consumer a content reference selected by the consumer indicating a request for the information identified by the content reference.

32. (Previously Presented) The method as in claim 3, further comprising the step of receiving from a content owner an electronic contract representing an agreement between the content owner and a retailer.

33. (Previously Presented) The method as in claim 3, further comprising the step of receiving from a content owner one or more upstream business rules representing conditions for the distribution of selected item of information.

34. (Previously Presented) The method as in claim 3, further comprising the steps of:

- a. receiving a candidate offer from a retailer;
- b. certifying the candidate offer as a certified offer; and
- c. sending the certified offer to the retailer.

35. (Previously Presented) The method as in claim 34, further comprising the steps of:

- a. determining whether the candidate offer is consistent with an electronic contract; and
- b. designating the candidate offer as the certified offer when there are no

inconsistencies.

36. (Previously Presented) The method as in claim 34, further comprising the steps of:

- a. determining whether the candidate offer is consistent with an upstream business rule;

and

- b. designating the candidate offer as the certified offer when there are no

inconsistencies.

37. (Previously Presented) The method as in claim 3, further comprising the steps of:

a. determining whether there is an offer accompanying the request for the selected item of information received from the consumer; and

b. supplying an offer to the consumer when there is no offer accompanying the request received from the consumer.

38-41. (Cancelled)

42. (Previously Presented) A system for distributing electronic information comprising:

a. a request input module for receiving a request for a selected item of information from a consumer;

b. an offer formulation module for formulating one or more offers based on predefined upstream business rule parameters, wherein the one or more offers are associated with the selected item of information;

c. a dynamic update module for dynamically updating the predefined upstream business rules;

d. an offer providing module for providing the one or more offers to the consumer based on the dynamically updated business rules;

e. a selection input module for receiving a selection of one of the offers from the consumer; and



47. (Previously Presented) The system as in claim 43, wherein the validating module generates rights data which determine the one or more offers associated with the information requested.

48. (Previously Presented) The system as in claim 47, wherein the validating module generates the rights data prior to delivering the requested information and delivers the rights data together with the requested information.

49. (Previously Presented) The system as in claim 47, wherein the validating module provides the rights data to the consumer in a secure format.

50. (Previously Presented) The system as in claim 47, wherein the validating module dynamically updates the rights data.

51. (Previously Presented) The system as in claim 42, further comprising a transaction processing module for executing a financial transaction between the consumer and a retailer related to the use of the requested information.

52. (Previously Presented) The system as in claim 42, further comprising a player associated with the consumer wherein the player renders the selected item of information according to the consumer's request only when said request is consistent with said selected offer.

53. (Previously Presented) The system as in claim 43, wherein the validating module verifies the current validity of the previously selected offer at a point in time subsequent to the selection of the offer.

54. (Previously Presented) The system as in claim 42, wherein the request receiving module receives a request from the consumer for additional material about the selected item of information; and wherein the delivery section provides additional material about said selected item of information to the consumer.

55. (Previously Presented) The system as in claim 54, wherein the delivery module provides a sample of said selected item of information.

56. (Previously Presented) The system as in claim 42, wherein the delivery module provides payment alternatives about said selected item of information to the consumer.

57. (Previously Presented) The system as claim 42, further comprising a registration module which operates to:

- a. determine whether the consumer has a player; and
- b. provide the consumer with the player when the consumer does not have the player;

and

- c. activate the player for the consumer.

58. (Previously Presented) The system as in claim 42, wherein the delivery module delivers the requested information after enabling the consumer, at a time designated by the consumer.



65. (Previously Presented) The system as in claim 64, further comprising a tracking module for tracking the use by the consumer of the requested information when the use is within the scope of the selected offer.

66. (Previously Presented) The system as in claim 65, further comprising a transaction processing module for effecting a financial transaction according to the tracked use.

67. (Previously Presented) The system as in claim 66, wherein the transaction processing module effects the financial transaction according to the selected offer.

68. (Previously Presented) The system as in claim 42, wherein the offer formulating module provides an offer that allows the consumer to pay an amount for each instance of use of the information.

69. (Previously Presented) The system as in claim 42, wherein the offer formulating module provides an offer that allows the consumer to pay a fee for unlimited use of the information for a period of time.

70. (Previously Presented) The system as in claim 42, further comprising a query module which operates to:

- a. receive a query containing one or more search terms from the consumer;

b. reference a catalog to determine whether there is any entry containing the one or more search terms;

c. return to the consumer one or more content references corresponding to any entry containing the one or more search terms when such entry is present in the catalog; and

d. receive from the consumer a content reference selected by the consumer indicating a request for the information identified by the content reference.

71. (Previously Presented) The system as in claim 42, wherein the offer formulating module utilizes an electronic contact representing an agreement between a content owner and a retailer in formulating the one or more offers.

72. (Previously Presented) The system as in claim 42, wherein the offer formulating module utilizes one or more business rules representing conditions for the distribution of selected item of information in formulating the one or more offers.

73. (Previously Presented) The system as in claim 42, further comprising a certifying module for certifying a candidate offer received from a retailer as a certified offer and sending the certified offer to the retailer.

74. (Previously Presented) The system as in claim 73, wherein the certifying module determines whether the candidate offer is consistent with an electronic contract and designates the candidate offer as the certified offer when there are no inconsistencies.

75. (Previously Presented) The system as in claim 73, wherein the certifying module determines whether the candidate offer is consistent with a business rule and designates the candidate offer as the certified offer when there are no inconsistencies.

76. (Previously Presented) The system as in claim 42, wherein the offer providing module operates to:

- a. determine whether there is an offer accompanying the request for the selected item of information received from the consumer; and
- b. supply an offer to the consumer when there is no offer accompanying the request received from the consumer.

77-80. (Cancelled)

81. (Previously Presented) A computer readable medium encoded with processing instructions for implementing a method for distributing electronic information using a computer network, the method comprising:

- a. receiving from a consumer a request for a selected item of information;
- b. formulating one or more offers based on predefined upstream business rule parameters wherein the one or more offers are associated with the selected item of information;
- c. dynamically updating the predefined upstream business rule parameters;

82. (Cancelled)

- a. a processor; and

- b. a memory in operative connection with the processor for storing the processing

(i) receive from a consumer a request for a selected item of information;

- (ii) formulate one or more offers based on predefined upstream business rule

parameters wherein the one or more offers are associated with the selected item of information;

- (iii) dynamically updating the predefined upstream business rule parameters;

- (iii) provide the one or more offers to the consumer based on the upstream

business rule parameters;

- (iv) receive a selection of one of the offers from the consumer; and

- (v) deliver the requested information to the consumer to enable the consumer to

use the delivered information in accordance with the selected offer.



85. (Previously Presented) A method for distributing electronic content using a computer network comprising the steps of:

86. (Previously Presented) A method for distributing electronic content using a computer network comprising the steps of:

87. (Previously Presented) A method for distributing electronic content using a computer network comprising the steps of:

- a. receiving a candidate offer from a retailer;
- b. certifying the candidate offer as a certified offer;

88. (Previously Presented) The method as in claim 87, further comprising the steps of:

- 89-91. (Cancelled)